

**Next Thurs Feb 10th we'll discuss partnerships between companies and community groups. Would you join us?**

Corporate sponsors of nonprofits find it hard to publicize their own community investments. Like it or not, some reporters dismiss corporate philanthropy news as too immodest – too self-serving.

But in 2005, local community groups need more financial support than ever from area companies. How can executives who have to justify every dime they spend, meet the challenge? How can nonprofits help their major sponsors stand out?

This program examines the role public relations can and should play in fostering win-win relationships between companies and community groups.

We also give attendees:

1. Tips on publicizing corporate-nonprofit partnerships
2. Template for issuing news about your partnerships
3. Overview of regional corporate giving
4. Post-seminar email dialogue, for those who opt in



**About the presenters**

**Rebekah Donaldson** (left) is a Sacramento entrepreneur specializing in outreach for companies in business-to-business markets. Over the last decade she has collaborated with top national companies, local firms, and philanthropic organizations. Her background includes heading a successful PR practice, working in-house on the client side, directing staff and projects for other PR agencies in Sacramento, San Francisco, and midwestern cities, and consulting and serving on staff with national nonprofit organizations. She founded Business Communications Group in 2002. More at [www.bizcomgrp.com](http://www.bizcomgrp.com) or call 916-457-8988.

**Nicolette Bautista** (right) has a background in both business administration and nonprofit leadership. She is the Executive Director of WEAVE, a Sacramento nonprofit helping women and children escape violence. Through its Plant Hope program, WEAVE partners with dozens of brand name firms in our region. Bautista invests in partnerships with corporate sponsors in an effort to meet a massive community need for WEAVE's services -- WEAVE received nearly 25,000 crisis line calls in 2004 (that's an average of 67 calls per day). During the same period it sheltered nearly 800 clients and met over 400 sexual assault victims at UC Davis Medical Center. Past Presidents of the United States have hailed WEAVE as a model for other comparable agencies to follow. But what really matters to Bautista is that women and children who need to escape, do. More at [www.weaveinc.org](http://www.weaveinc.org) or call 916-448-2321.

**Thurs Feb 10th, 8am-9:30am**

At: the Clarion Hotel 700 16th Street, Sacramento (free onsite parking)

Fee: \$33

Hosting organization: Public Relations Society of America California Capital Chapter

**Email registration: [jkw@qbis.com](mailto:jkw@qbis.com)**

Fax registration: 775-267-0539

Phone registration: 916-556-1007

[Or, go to the sponsoring org's registration form](#)

**WANT TO LEARN MORE?**

Some of our ideas on corporate-nonprofit partnerships have appeared in recent local news articles, including:

**Prosper Magazine**, "Cover Story: Philanthropy," Dec 2004.

**Sacramento Business Journal**, "Special Section: Corporate philanthropy," May 2004.

**Reputation**, "Give and Grow," March 2004.

Please visit <http://www.bizcomgrp.com> to find links to each article.

**Additional information**

We encourage more than one executive to attend from each company. Tickets available on a first-come, first-serve basis between January 24th and February 10th 2005. Seating is limited. This is a one-time communication to you about this workshop.

Feel free to forward this announcement to your colleagues.

This is a one-time communication from us about this workshop. You are not subscribed to any new mailing list! You will not receive any additional emails from me about this seminar. [Opt-Out](#)